



CITY OF OREM  
Summerfest Commission Meeting Minutes  
Wednesday, May 18, 2016  
5:15 p.m.

**CONDUCTING:** Wally Harkness, Sponsors, Magazine, Appreciation Dinner, Food Trucks, Vice Chair

**ATTENDING:** Rob Shaw, Car Show, and Children's Parade  
Jim Lauret, Grand Parade  
Liz Craig, Baby Contest, Orem's Got Talent Showcase, Booklet  
Kena Mathews, Children Crafts, Student Marshals, National Day of Prayers  
Kathy Pranger, Food Vendors, Breakfast  
Brent Sumner, City Council Representative  
Reed Price, Maintenance Division Manager  
Kent Allen, Purchasing Agent  
Charlene Crozier, Arts Council, Evening of Stories  
Peter Wolfley, Web/Social Media  
Jason Adamson, Risk Manager  
Tim Dalsing, Park Liaison  
Laura Bascom, Volunteer Coordinator  
Jill Winder, Administrative Support

**ABSENT/EXCUSED:** Teresa Horn, Boutique (Chair)  
Joseph Sorensen, (Arts Council) Entertainment  
Kent Allen, Purchasing

**VISITORS:** Bekah Brunst  
Adam Lethco

**Welcome, Introductions & Approval of Minutes**

Wally Harkness (Vice Chair) brought the meeting to order by welcoming everyone to the 2016 May Summerfest meeting. As a reminder, all meetings are recorded in compliance with the State and City Ordinance. Wally started the meeting by asking the committee members for the approval of the April Meeting Minutes. Liz Craig *made a motion to approve the April Meeting Minutes, with Kena Mathews seconding the motion. All attending committee members voted unanimously to accept the April minutes.*

Wally took a moment to thank everyone on the Summerfest Committee for all their hard work, dedication, and time in making this the best and biggest Summerfest we have ever had. He passed around everyone a committee packet and told about what was inside their thank you packet.

### **Report to City Council – May 24<sup>th</sup>**

Reed informed the committee members that the Summerfest presentation to the City Council is coming up on Tuesday, May 24<sup>th</sup>. Teresa Horn (Chair) will give the update and also present the City Council with their packet information. This should only take a few minutes, but everyone is invited to attend and be recognized for their service on this committee. The meeting starts at 6:00 p.m. and the Summerfest presentation we will be towards the beginning of the meeting.

### **Reports from Committee Members**

#### ***Kathy – Food Vendors, Rotary Breakfast***

*Food Vendors:* All food vendors are set and ready to go. Jill is still collecting payments and agreements, but hopes to have this event finalized this week. Kathy will send out another reminder to help get this event finalized. Reed Price asked how many food vendors will be at the City Park this year. Kathy is hoping for twenty-five, but maybe a minimum of twenty-three. These numbers do not include the food trucks at Scera.

*Rotary Breakfast:* Kathy has talked with the Rotary Club and they are excited to be a part of Summerfest again this year.

#### ***Jim – Grand Parade***

*Grand Parade:* At this time we have around thirty entries, but this is the timeframe that we really start getting a lot of applications. Wally asked Jim Lauret if he received the email with the sponsor's names of those who want to be in the parade. Jim answered yes, but they still need to fill out the application, agreement, and parade announcement which is located on the Summerfest website, so please let the sponsors know they need to do this. Wally wanted to verify that El Pico Loco was on that list. Jim thought that they were. Jim ordered two new banners this year, but can't remember which ones he replaced. They should be done anytime soon and he will pick them up.

Jim has reserved a flatbed trailer from Timp Rental for Jimmer and his wife, parents, and maybe some special needs kids to ride with them in the parade. Wally suggested if at all possible, please try and put the sponsors earlier in the parade. Jim reminded Liz to give him the announcement write up for the Baby Contest.

Reed added that Mayor Brunst has arranged to have the side-by-sides again this year for himself and the City Council, so Jim will not have to worry about this detail. Wally mentioned that we had talked about getting a second sound system on 800 East and Center Street, back where it begins at 800 East and 400 South. Does anyone know of someone who has a PA system and maybe someone who would like to be the announcer? Reed asked if we have any power in that location. The City does have a small system, but whether it would even be loud enough is the question. Wally is going to talk to Adam Robertson (Scera) and see if they have anything we could borrow for a few hours. Tim inquired if we would need a platform to put the sound system and the announcer on, or what did Wally have in mind. Wally mentioned even using the back of a pickup truck.

***Liz – Baby Contest, Orem’s Got Talent, Magazine***

*Baby Contest:* Liz started by saying that everything is on target, thanks to Jill Winder and Lauren Gibb for copying, cutting, and updating the signs for the new location of the baby contest. Next week Jill and Bekah will go with her to do the shopping for the prizes. People are beginning to sign up on line and when the magazine goes out, that seems to increase those registration numbers on line.

*Booklet:* The magazine has went to press and will be mailed out on May 23-24<sup>th</sup>. Wally Harkness added that a lot of thanks goes to Teresa Horn for making sure all articles, ads, logos, etc. made the deadline. The magazine this year will be around forty pages with thirty-two of them specifically for Summerfest information.

*Orem’s Got Talent:* The Orem Royalty will be going to all the schools to promote this event. Wally suggested that while they are there, they should also promote the “Fun One Run” and the Jimmer Fredette Shoot Out. Liz said that she will let the Royalty know and give them the information about this event for the All Together Playground. Reed verified that this event is a fund raiser for the Children’s Miracle Network and the All Together Playground. Liz commented that the entry fees do go to the Children’s Miracle Network and the \$5.00 fee to come and watch the preliminaries go to the All Together Playground. The event is also sponsored by Nu Skin.

***Rob Shaw – Car Show, Children’s Parade***

*Car Show:* Rob went through some of his notes from last month and verified that things have been done or updated on the website. Pete has the registration on line and after they are finished signing up, it sends them a confirmation. Also there is a map of Scera Park showing them where the car show is located in the park, plus it will be sent out with the confirmation. Rob has met with Wilkinson’s about the t-shirts. Rob is going to do around one-hundred t-shirts, costing only \$6.00 per shirt, plus the plaques that are estimated to cost around \$200.00, but this still put him below his budget.

Rob asked Jason Adamson if there had been any discussion with Vernon Stout about staying overnight in the park with the vehicles and other equipment. Jason stated that there will be Public Safety in the park, but if adults are wanting to sleep overnight we really can’t tell them no, but they should not have any young kids sleeping in the park with them. Rob might call Vernon and remind him of this city policy. The only other item Rob needs to take care of is trying to find a ramp or something to get the cars over the curb. Other than that, Rob is ready for a great event.

*Children’s Parade:* Tim Dalsing will have the Children’s Parade banner up at the start of the parade on 400 East and Center Street leaned up by the brick sign. Rob still does not know if he will be in town for Summerfest due to family commitments, but if not, Adam Lethco assisted Rob last year, and he will take care of the Car Show and Children’s Parade.

***Kena Mathews – Children’s Crafts, Student Marshals, National Day of Prayer***

*Children’s Crafts:* The children’s crafts are coming along. Kena will be ordering craft items from Oriental Trading again this year and will place that order in the next couple of weeks. Kena will have her assistant call Jill to get the credit card number. The time for the crafts will be changed due to the opening time at Scera Park. It will be on Saturday from 10:00 a.m. to 12:30 p.m., which makes it thirty minutes less. On Friday it will still be from 2:00-4:00 p.m.

*Student Marshals:* Everything is running smooth. Kena will give them their t-shirts and packets at the Appreciation Dinner. If we give them out too early, they tend to get misplaced at home.

*Day of Prayer:* The program is ready to go, in fact they have added another soloist. Kena feels that this will be a great event to kick the Summerfest week off. Wally added that the Daily Herald is going to have a write up Summerfest and then do it again in a couple of days before this event. Wally asked about having refreshments after the event. Kena answered that she has looked into this request and UVU is good with it either way. After a discussion, Wally wanted Kena to check and see how much UVU catering would cost to do some light refreshments like cookies and water and email him with that information.

***Joseph Sorensen – Entertainment (absent)***

*Entertainment:* Charlene stated that the entertainment line-up is complete and looks to be a good couple of days of entertainment.

***Wally – Sponsors, Booklet, Appreciation Dinner, Food Trucks, Kids Activities at the Scera Park***

*Food Trucks:* Teresa has been contacting and getting food trucks for Scera Park for Friday and Saturday. There will be six food trucks in the park this year.

*Evening of Stories:* Wally started by stating that the story tellers have been contracted and their personal arrangements have been taken care of. Everything with this event is on target and should be a great new event. Wally asked Charlene what she thought about inviting the story tellers to the Appreciation Dinner. She will ask, but her first instinct is no, because most of them choose to sequester beforehand.

Volunteers from the Storytelling Institute are taking tickets at the gate, but we still need volunteers to protect the reserved seating for an hour or so before the performance begins. Liz has arranged for the Timpanogos Student body Officers and the National Honor Society to do this. Wally asked Liz if a couple of them to help reserve the parking lot for those coming from the Appreciation Dinner. Liz didn't think this would be a problem.

*Appreciation Dinner:* The Appreciation Dinner at the UVU Culinary Institute should be a wonderful evening with amazing food. Wally hopes everyone is planning to go this year. The group Gentry will be there a little early in case anyone wants to meet them and have a photo op and receive a free CD and get their autographs before dinner begins. They will also be available after the dinner. Reed asked who was paying for all the CD's. Wally answered that it would be coming out of one of the City Summerfest budgets that have funds donated from a sponsor.

*Hospitality Tent:* Costco will not be able to sponsor this event this year, but between Macey's and maybe a few other businesses, Wally feels that it will all work out. Brent Sumner asked if Costco was helping with any event this year. Liz answered that they were going to provide water, and other food items for the volunteers at the Baby Contest. Wally said that this event is the only event that he does not feel confident that it is totally taken care of.

## **BUDGET REVIEW**

Reed Price passed around a copy of the budget, which is very similar to what was reviewed in the April meeting with Chris Tschirki. For each of the events the proposed budget column is the run that you really need to focus on. Look at the amount that is budgeted for each of your event(s) and stay within those guidelines. The beginning balance is what we had left over from last year. In the fee/charges column these are the expected revenues for this year's Summerfest. Some of our events will receive money, and we will use that money to pay for some of the other expenses. For example, we hope to get \$12,500 from Boutiques and Business Showcase. We hope to get around \$14,000.00 from the Food Vendor entries, and the list goes on. In the Sponsorship category we are estimating at receiving around \$46,700.00. Pete checked with Accounting today, and we have had \$11,750.00 in sponsorship money come in so far.

Reed went over the status on received payments from sponsors. Pete added that reminders have been sent out to those sponsors who still need to pay. With the proposed sponsor donations, and if every event stayed within their budget our budget, we would be decreasing our beginning balance by \$2,000.00. So if we could find more sponsors or get a lot more baby contest participants then we would increase what we have available to us for our beginning balance next year.

Brent Sumner asked if we have been receiving a lot of in kind donations. Wally answered some, but we could always use a lot more to make Summerfest even better. Wally prefers cash because you can use it for anything, where in kind is targeted for something definite. Brent asked if the in kind sponsors are featured in the magazine. Reed and Wally both answered yes. Liz asked everyone on their personal social media pages to please push the Fun One Run and the Baby Contest and Orem's Got Talent. That could help with the bottom line on the budget for next year.

## **Support Staff Updates**

**Jason Adamson – Risk Managers** – Just a quick reminder to everyone when taking care of your events at Summerfest, if you see something that looks unsafe, please report it to a City staff employee right away. Preventing an accident from occurring should be everyone's goal during Summerfest. Jason is just finalizing the necessary insurance coverage for the event.

**Tim Dalsing – City Park Liaison:** Everything is coming together, but if you do think of something that you need, please give him a call as soon as possible. It's easier to take care of items before, then trying to figure it out during the event.

**Peter Wolfley, Web Social/Media:** Pete feels like the Fun One Run is going to be a big success. They began publishing it today and in the first three hours, they had twenty-eight people sign up, and are getting lots of calls and emails with questions about it. Several callers have asked about bringing back the 5k. Wally commented that the University Mall has talked with him and they are very interested in being a sponsor for the 5k.

The Jimmer Fredette Shoot Out is not taking off the way the committee thought it would. Wally suggested that maybe with every car sale or some other type of buying transaction in Orem, that we have the different businesses ask their paying customers if they would like to contribute to the Jimmer Fredette Shoot Out that benefits the All Together Playground. Pete added that it has now changed to a

dollar or more per shot, and you automatically get to come and watch the event for free. Basically, that is how you get your ticket to watch Jimmer. If this doesn't seem to be working we could drop it down to fifty cents per shot. Liz pointed out that many of the young kids she talked to in her area, knew that Jimmer was coming but they didn't know about the event. Wally and Peter both suggested putting flyers out in various businesses, also posts in all the schools (if allowed per Alpine School District), at the Orem's Got Talent, and other places we can think of. Peter stated that he already has some flyers made, if Liz or anyone else wants to pick some up and distribute. Wally is also going to send an email to all the sponsors asking them to send an email out to all their employees telling them about the Jimmer Shoot Out and the Fun One Run. Hopefully by doing all these things there will be a great turnout for this event.

**Adjournment – 7:20**

*Wally Harkness asked for a motion to adjourn the meeting. Kena Mathews made a motion to adjourn the meeting with Kathy Pranger seconding the motion, and all remaining committee members voting unanimously.*